

APPARATUS, METHODS AND COMPUTER PROGRAM PRODUCTS  
PROVIDING MENU EXPANSION AND ORGANIZATION FUNCTIONS

ABSTRACT OF THE DISCLOSURE

Display of menu items on a display of an electronic device, such as a  
cellphone or other portable device, is managed by defining first and second menus  
including respective first and second groups of menu items (e.g., graphic icons and/or  
text), wherein the first group of menu items is a subset of the second group of menu  
5 items. The device transitions from display of the first menu to display of the second  
menu responsive to user activation of a menu expansion function. Menu items may  
be organized responsive to user input.